

NC Made has a social media account that hosts all NCM teams, and we are proud of it! It continues to grow and it is because of the AMAZING teams. Being part of NCM is so much more than baseball; it's family! And we celebrate it on our social media.

The following is our Social Media Guidelines to help Coaches & Teams.

- The purpose of the NC Made Social Media page is to generate awareness for the brand, protect the brand, celebrate moments, share content for friends and family, and spread positivity about NCM and baseball. We love having content to share and love posting our coaches, parents & players living their best life!
- NCM follows social media guidelines, policies, and procedures to include protocols to keep content posted on a predetermined frequency. *The following is highlighted sections of those.*
- Sometimes we combine teams' photos, sometimes we post separately (see below for more). We try to keep it as "fair" as possible across the teams, always keeping the focus on the players.

***As it pertains to teams, the following procedures are in place:***

The Head Coach over every team will identify one person on their team to be the **Point of Contact (POC)** for **NC Made's Social Media Manager (SMM)**. This person will take, gather, and submit weekly content (during playing season). On occasion, the SMM will ask this person to collect a special marketing photo for NCM. The SMM follows guidelines and frequency standards set by NCM. **We appreciate these volunteers!!**

## **WHAT WE NEED**

**Photos** – action shots, group shots, candid or posed. High resolution and vibrant colors (B&W always welcomed as well!)

**Videos/Reels** - you can get as creative as you wish! Mic up the kids or parents, do some interviews, or put your photos to music. There are a ton of videos on the NCM FB page to inspire you.

## **All The Fun Details...**

*Please make the team aware of the following & be respectful as the SMM juggles numerous teams.*

What does the SMM Post?

- **Weekend Photos or Practice Photos**

- Posting general play photos of the players which will, in most cases, be combined with other teams to prevent too many posts.
- Championship photos from Gold Bracket, Silver Bracket, Bronze, FNL
  - Runner up from Gold Bracket only (no runner up Silver, Bronze, or FNL)
  - Gold Bracket Championships should be an individual post for each team, the others are SMM discretion
- **Posting Specialty Content**
  - VIDEOS
    - We love videos/reels!!! This has been a great tradition with NCM!
    - If a team makes a special video/reel, such as a “Q&A of the players”, the manager will schedule these to post on a “low content posting day”
      - Please try to keep reels under 1 minute and interactive videos under 2 minutes when possible
      - The manager will watch the video first to make sure the content is within guidelines
  - SPECIAL TEAM EVENT
    - Teams who travel to destinations (overnight), play in a special event, or do something as a team outside of baseball are allowed to have a separate post to acknowledge this.
      - Pool party? We want to see it! Shipyard? Let’s Go!
    - These teams should reach out to make the Manager aware.
  - HOMERUNS
    - NCM will recognize players once a season for an over the fence HR.
    - Send a photo of the player taken after the game along with their full name.
  - NCM Player Birthdays
    - These will post year-round and will be generated by a report in the system.
    - The Point of Contact must get the information needed to the SMM at least 3 weeks prior to the birthday for scheduling.
      - Photo of player, preferably baseball shot & 3 favorites
    - It is the responsibility of the Head Coach to let the SMM know if a player is no longer on the team.
- The Social Media Manager’s main responsibility is communication with the teams to post their photos during the playing seasons.

- To assist all, the SMM will contact all POC persons and make them aware of the submission dates & deadlines.
  - For example, all weekend tournament photos need to be sent by XX day of the week to make the post.
    - **The SMM will not hold the weekend post because content was not submitted on time.**
    - **The SMM will NOT “track down, text, call” teams to send photos. Remember they are a VOLUNTEER TOO & have several teams to manage!**
    - Late photos *may* be posted at a later date for another social media “story” but likely will not make it to the page.
    - Social Media 101: Fresh is best! Try to send them when you take them. Weekend photos need to go out ASAP.
- **The only person allowed to submit content to the SMM is the HEAD COACH or POINT OF CONTACT**
  - Anyone on the team wishing to submit content needs to submit it via the Head Coach or Team SM Point of Contact.
  - In respect of fairness and the SMM & teams, any content submitted from other persons will not be used.
    - Please make parents aware! If they capture those awesome shots, we do want them, just speak with and send them to the POC.

### Requests For Removal

- All parents sign a waiver at the beginning of the season acknowledging NCM’s use of social media, the website, and photos
- If, at any time, they wish to have photos of their child removed from the website or social media, they must email the request to [MARKETING@NCMADEBALL.COM](mailto:MARKETING@NCMADEBALL.COM)
- This is an all or nothing request.
  - If they revoke the rights to one photo, all photos of that individual will be removed and that person will not be posted again.

### Questions?

If the SMM cannot/does not post content, it is likely due to guidelines set by NCM.

- NCM maintains a professional page and keep standards in place for all posts.
- Any questions about why the SMM could not post something should not be directed to the SMM, but to: [marketing@ncmadeball.com](mailto:marketing@ncmadeball.com)

*Per NCM policy, NCM teams are not allowed to create their own pages.*